



# The Power of E-Mail Marketing!



**INSTRUCTED BY**  
**EYDIE STUMPF**  
*Eydie's Office*

Eydie Stumpf is a Social Media Marketer who specializes in creating an Internet presence for business owners. Eydie also writes a weekly column for The Business Press and Press Enterprise called "Ask Eydie", which is focused on answering your questions about Social Media and E-Mail Marketing.

E-mail Marketing is an easy, effective, and highly affordable way to get your message out to your customers, clients, or members—and build strong, successful, and lasting relationships with them. Build strong connections with your audience that lead to referrals, repeat business and loyalty. Easily manage your contact lists, sign up website visitors, track your clicks and open rates, and send automated communications to new subscribers.

**Attend this workshop to learn:**

- Why e-mail marketing is effective
- E-mail marketing best practices
- How to avoid spam speak
- When is the best time to send e-mails
- How to use reports to build your business

**ATTENDEES MIGHT FIND IT HELPFUL TO BRING THEIR OWN  
Wi-Fi CAPABLE LAPTOP COMPUTER**

**Tuesday, May 24, 2011**

**6:00 — 8:00 p.m.**

**San Jacinto Community Center**

**625 S. Pico Avenue, San Jacinto, CA**

**Program of:**



The IEWBC is a cooperative program between IECE and the US Small Business Administration. This US Small Business Administration Cooperative Agreement is partially funded by the SBA. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis.

The program is free, but registration is required. Register with Jan Catron at [jcatron@sanjacintoca.us](mailto:jcatron@sanjacintoca.us) or call (951) 537-6354.

**FREE  
WORKSHOP**